

Summary

Design: The overall site design is clean. The three items that you're missing from a marketing perspective are as follows:

- A clear call to action. A large button that says something like "Get more Information" and "Book a Trip". Consider adding a phone number and an email newsletter signup.
- Testimonials. Satisfied clients are your best sales pitch
- The difference. You need a simple one-liner that easily summarizes how you're different.

Google Search Results: The site is invisible to Google. The site has a Google page rank of zero (on a scale of 1 to 10) and no sites linking to you. Your competitors have a pagerank of 2-4. Here's how you improve your pagerank:

- Include relevant keywords in the content, targeting each section to specific words (eg "Golf trips to Ireland" might be your primary phrase for your golf Ireland page.
- Structural changes to the page, like meta data (see below)
- Have other sites link to your site. The more links, the higher your page rank.

I outline specific comparisons below so you can see what a successful site is doing.

Other comments: There are free services provided by Google to register your business (Google Local), your site (Google Webmaster) and track site usage (Google Analytics). You are not currently using any of these - and you should be.

Strategy?

The challenge is that you're competing in a very competitive niche. Even doing everything right for optimize your site for search, it's going to be tough work to get on the first results page of the top keywords. As we discussed, you can buy ads that show up on those search results pages, but these will likely be fairly expensive (maybe \$.75-\$2 per click).

1. If you're trying to get business online, you have to make the site visible in Google by doing a few basic tactics for a limited set of keyword target phrases. We may be able to identify some less competitive keyword phrases relating to Kansas City golf that could be less competitive.
2. Do some limited adword testing with a limited budget (maybe \$100/month for 1 or 2 months). Again, the strategy will be to find small niches rather than competing on highly competitive keywords like "Golf Ireland".
3. Social media can be cheap way to market services. The problem is that it requires a lot of work on your part (making blog posts, Facebook posts etc.) I think you mentioned that you don't use facebook and I assume that you probably do not have an interest in creating lots of work. One easy way to use social media is to post pictures from past trips on Flickr.com (a social photo sharing service). This can increase links to your site and some sharing. A facebook page for clients (past,

present and future) would be a great tool to get the word out, but you might not be comfortable using Facebook.

4. Let users sign up for an email newsletter. It's free and easy to do. You can send out announcements once or twice a year about trips you're taking. It remind folks who are interested that you're still available for trips.
5. Consider registering a new domain for the site (your old domain will still work). Something that uses your primary keywords, separated by dashes (Google sees dashes as spaces). Something like www.Golf-Ireland.com, Golf-Hawaii.com.

Comparing Golftourswithrod.com to irelandgolf.com

Irelandgolf.com performs well so it's worth looking at what they're doing.

Page Content:

In order for Google to index your site for a particular keyword or phrase, you need to have those phrases on your page. The handful of words/phrases you want to emphasize (eg "Golf tours of Ireland") should be proportionally more prevalent than other words on the page and should be emphasized by making them bold, italic or a link to other content.

Here's a snapshot of the keyword frequency on your golf ireland page:

Total Words: 95			2 Word Phrases: 10			3 Word Phrases: 0		
Word	Count	Density	Phrase	Count	Density	Phrase	Count	Density
golf	20	3.74%	sand dunes	3	0.56%			
course	18	3.36%	spectacular scenery	2	0.37%			
ireland	12	2.24%	golf experience	2	0.37%			
design	9	1.68%	golf tour	2	0.37%			
club	8	1.50%	eddie hackett	2	0.37%			
irish	8	1.50%	links course	2	0.37%			
courses	7	1.31%	golf club	2	0.37%			
links	6	1.12%	modern clubhouse	2	0.37%			
green	6	1.12%	wind rain	2	0.37%			
modern	6	1.12%	dooks golf	2	0.37%			
play	6	1.12%						
designed	5	0.93%						
dunes	5	0.93%						
beautiful	5	0.93%						
restaurant	5	0.93%						
challenging	5	0.93%						
wind	5	0.93%						
spectacular	4	0.75%						
clubhouse	4	0.75%						
hole	4	0.75%						
dooks	4	0.75%						
greens	4	0.75%						
feature	4	0.75%						
fairway	4	0.75%						
open	4	0.75%						
available	4	0.75%						
rain	4	0.75%						
world	4	0.75%						
tour	4	0.75%						
experience	4	0.75%						

Here's the breakdown of the golfireland.com page (not perfect because you ideally want a density percentage around 7% for 1 or 2 primary phrases):

Total Words: 36			2 Word Phrases: 25			3 Word Phrases: 13		
Word	Count	Density	Phrase	Count	Density	Phrase	Count	Density
golf	55	19.93%	ireland golf	19	6.88%	ireland ireland golf	4	1.45%
ireland	36	13.04%	golf tour	6	2.17%	golf tours ireland	3	1.09%
irish	7	2.54%	golf ireland	6	2.17%	golf ireland golf	3	1.09%
holiday	6	2.17%	irish golf	6	2.17%	golf ireland ireland	3	1.09%
tour	6	2.17%	golf holiday	5	1.81%	2010 golf packages	3	1.09%
course	6	2.17%	ireland ireland	5	1.81%	holidays ireland ryder	2	0.72%
packages	5	1.81%	golf course	4	1.45%	ireland golf golf	2	0.72%
holidays	4	1.45%	golf vacation	4	1.45%	years organising golf	2	0.72%
tours	4	1.45%	golf tours	4	1.45%	ireland golf ireland	2	0.72%
vacation	4	1.45%	golf packages	4	1.45%	golf courses ireland	2	0.72%
courses	4	1.45%	golf golf	3	1.09%	old head kinsale	2	0.72%
2010	4	1.45%	ryder cup	3	1.09%	golf tour operators	2	0.72%
ryder	3	1.09%	holidays ireland	3	1.09%	packages ireland 15	2	0.72%
great	3	1.09%	2010 golf	3	1.09%			
royal	3	1.09%	tours ireland	3	1.09%			
golfers	3	1.09%	golf courses	3	1.09%			
thank	2	0.72%	packages ireland	3	1.09%			
county	2	0.72%	golf irish	2	0.72%			
years	2	0.72%	organising golf	2	0.72%			
break	2	0.72%	royal county	2	0.72%			
operators	2	0.72%	head kinsale	2	0.72%			
organising	2	0.72%	golf vacations	2	0.72%			
club	2	0.72%	15 years	2	0.72%			
vacations	2	0.72%	courses ireland	2	0.72%			
kinsale	2	0.72%	tour operators	2	0.72%			
referred	2	0.72%						
detail	2	0.72%						
personal	2	0.72%						
success	2	0.72%						
wish	2	0.72%						
ballybunion	2	0.72%						
head	2	0.72%						

Meta Info:

This is the hidden info on the page that describes your content. The Title and description info is the most important for Google. Each page should have custom information for that page. Your site currently doesn't have any info.

Here's what's on the irelandgolf.com page:

Title: Ireland Golf, Ireland Golf Tour Operators, 2010 Golf Packages Ireland (10 words/60 chars)

META description: ireland golf, golf ireland, Ireland golf provide golf packages, 2010 golf packages ireland, 15 years of organising golf holidays to Ireland, ryder cup packages, golf holidays, golf vacations, and golf tours in ireland on ireland best golf courses (38 words/209 chars)

META keywords: golf ireland, ireland golf, ireland golf, 2010 golf packages ireland, 15 years of organising golf holidays to Ireland, ryder cup, ryder cup, golf holiday, golf vacation, luxury break, golf ireland, golf vacation ireland, emerald golf, Irish golf, irish golfers, Northern Ireland golf, golf links in ireland, Eire golf, golf in kerry, Doonbeg golf course, Ballybunion, Waterville, Killarney, Old Head of Kinsale, royal county down, Royal Portrush, Portstewart, Portmarncock, Lahinch, irish golf tours, green golf tours, Ireland golf shop, irish golf merchandise, Golf Resorts, golf courses in ireland (86 words/513 chars)

Links to your Site:

The number one way to increase your Google page rank is to have links to your site from other relevant sites. You currently have no sites linking to you.

568 pages link to irelandgolf.com. I've listed a sampling below. You basically get these links by finding who links to the competition (like I've done here) and then you email the ones you think who may link to you and ask for a link.

- Ireland Golf Scotland Golf - Welcome to J.D. Golf Tours Limited <http://www.jdgolf.ie>
- Golfing <http://www.discoverireland.com/gb/ireland-things-to-see-and-do/activities/golfing/>
- Ottawa Golf <http://www.ottawagolf.com/links/index.htm>
- Golfing <http://www.discoverireland.com/se/ireland-things-to-see-and-do/activities/golfing/>
- ANDALUCIA GOLF CHALLENGE - Best Golf breaks - Your Golf ... <http://www.am-uk.co.uk/links.htm>
- A Tour of Courses in Northern Ireland - New York Times <http://travel.nytimes.com/2006/07/09/travel/09golfbox.html>
- Golf Passes <http://www.discoverireland.com/us/ireland-things-to-see-and-do/activities/golfing/golfpasses/>
- Hidden Gems <http://www.discoverireland.com/se/ireland-things-to-see-and-do/activities/golfing/hidden-gems/>
- Ireland Golf and Leisure - Useful Links - Golf Ireland ... <http://www.irelandgolfandleisure.com/p17/usefulLinks.html>

- Golf and Golf Clubs - Startpage Ireland <http://www.startpage.ie/ireland/sport/golf/>
- World Golf Travel: Ireland Golf Vacations <http://www.worldgolf.com/travel/ireland/ireland-golf-travel.htm>
- Open Directory - Sports: Golf: Travel: Europe: Ireland <http://www.dmoz.org/Sports/Golf/Travel/Europe/Ireland/>
- Golfing in Ireland <http://www.discoverireland.com/gb/ireland-things-to-see-and-do/activities/golfing/golfing-in-ireland/> 72662 text/html
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